

CANDIDATE
NAME

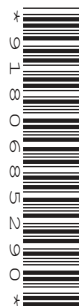
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CENTRE
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TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 2018

2 hours and 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **14** printed pages, **2** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about China’s outbound tourists.

(a) (i) Define the term ‘outbound tourist’.

.....
.....[1]

(ii) State **three** reasons that may explain why increasing numbers of tourists from China now visit foreign countries.

1
.....
2
.....
3
.....
[3]

(b) Describe **three** consular services available to tourists from China when visiting foreign countries.

1
.....
.....
.....
2
.....
.....
.....
3
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.....
.....
[6]

Question 2

Refer to Fig. 2 (Insert), photographs taken in Granada, Spain, a cultural destination.

(a) Identify the **four** characteristics from Fig. 2 that would appeal to a cultural tourist.

1

.....

2

.....

3

.....

4

.....

[4]

(b) Describe **three** ways local tourism organisations can work with the local population.

1

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2

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.....

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3

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.....

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[6]

Question 3

Refer to Fig. 3 (Insert), photographs of a car ferry.

- (a) Describe **two** customer service standards a car ferry company might set to ensure the quality of its customer service.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

[4]

(b) Suggest **two** ways the car ferry company may cater for the specific needs of each of the following customer types:

people with mobility difficulties

1

.....

2

.....

people with sensory disabilities

1

.....

2

.....

people with special dietary requirements

1

.....

2

.....

[6]

Question 4

Refer to Fig. 4 (Insert), a photograph showing an example of sustainable tourist accommodation.

(a) (i) Define the term 'sustainable tourism'.

.....
.....[2]

(ii) Identify **two** aspects of the accommodation shown in Fig. 4 that make it sustainable.

1
.....
2
.....[2]

(b) Suggest **one** type of accommodation suitable for **each** of the following customer types. Give reasons for your choices.

adventure tourists
reason
.....
groups of young people
reason
.....
business tourists
reason
.....[6]

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